

Cablefax Daily™

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What the Industry Reads First

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The Strip: Future of 5G Coming to Vegas with CES

What is it about **CES** and numbers? Years ago the consumer tech conference was all about 3D. Then came the slew of 4K displays. This year, the lucky number is five, as in 5G. As innovators, technology gurus and policymakers rendezvous in Las Vegas this week, the latest in mobile and 5G will take center stage. **Verizon** CEO *Hans Vestberg* will kick off the action with a keynote Tuesday morning, walking through the future of 5G and connectivity and its ability to fast-track the building of smart city infrastructures and improving education. Verizon launched the first commercial 5G network in October, bringing the service to parts of Houston, Indianapolis, LA and Sacramento. With the competitive race for 5G well underway, **AT&T** will quickly follow up with its own 5G update with **AT&T Communications** CEO *John Donovan* joining **MediaLink** chmn/CEO *Michael Kassin* for a conversation Wednesday. Donovan will explore opportunities for 5G, including robotic manufacturing, AR/VR and mixed reality. Things get a bit more complicated when it comes to 5G's regulatory presence at the show as the government shutdown is impacting the lineup. **CTA**, the producer of CES, said it is regularly updating the speaker directory as some government officials cancel their travel. **FCC** chmn *Ajit Pai* is skipping the show for the second year. Last year, he canceled following death threats over the agency's net neutrality order restoring Title II classification to ISPs. Another blow is the loss of FCC commish *Brendan Carr* who has been leading the agency's efforts on 5G infrastructure deployment. He was supposed to participate in a roundtable Tuesday with **FTC** commissioner *Rebecca Slaughter*, who also is now out. The CES conversation won't only be owned by the names and faces already associated with 5G. Smaller players like **SSIMWAVE** will also have a voice on the matter. The video QoE measurement company will be a part of a discussion on how 5G is allowing mobile operators, media, content companies and techies to transform industries in the time when it isn't talking to potential partner at the Cosmopolitan C-Suite. "For an early-stage company like SSIMWAVE, the best way to cut through all of the noise at CES is in an offsite suite with companies that share our innovative spirit," SSIMWAVE vp, marketing, Saj Jamal said. And of course, CES won't be all 5G. There's everything from **Twitter** CEO *Jack Dorsey* and **NBA** commissioner *Adam Silver* talking about their partnership to **Turner's** global chief communications and corporate marketing officer *Molly Battin* digging into storytelling. And of course, there will be plenty of AI chatter. **IBM** chmn, pres, CEO *Ginni Rometty* is among the keynote speakers. "This year, IBM is particu-

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WHERE WE'LL BE

- 1/8/19 CES in Vegas (Jan. 8 - 11)
- 1/22/19 NAPTE in Miami (Jan. 22 - 24)
- 1/28/19 ReelScreen Summit in New Orleans (Jan. 28 - 31)
- 1/29/19 TCA in Los Angeles (Jan. 29 - Feb. 13)
- 2/25/19 NCTC Winter Conference in Atlanta (Feb. 25 - 26)
- 3/8/19 SXSW Interactive in Austin (March 8-12)
- 3/19/19 CFX Roundtable at ACA
- 3/19/19 ACA Summit in DC (March 19-21)

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larly excited about the accelerating shift to video, and I'm looking forward to seeing how companies are using AR and AI video technology to enhance their enterprise solutions across the show," IBM Watson media and cloud video director David Mowrey told Cablefax. Similarly, You.i TV's marketing vp Trisha Cooke will be roaming the floor looking at "how the content, distribution and device industries are dealing with the problems of device fragmentation and the tendency of consumers to shift from handheld devices to 10-foot experiences as they go from initial acquisition to longer-term engagement and retention." Check back with Cablefax throughout the week for dispatches from CES.

Stormy Skies: The city of Los Angeles filed a lawsuit against the company behind The Weather Channel app, owned by IBM's The Weather Company. The city claims the app uses the data it gathers on its users in ways that have nothing to do with providing local weather forecasts. "For years, TWC has deceptively used its Weather Channel app to amass its users' private, personal geolocation data—tracking minute details about its users' locations throughout the day and night, all while leading users to believe that their data will only be used to provide them with 'personalized local weather data, alerts and forecasts," the suit reads. The NY Times first reported the suit Thursday, with an IBM spokesperson defending the company. "The Weather Company has always been transparent with use of location data. The disclosures are fully appropriate, and we will defend them vigorously," the rep told the Times. The city alleges the app mines private data of its users and then sells it to third parties, including advertisers. "If the cost of a weather forecast will be the sacrifice of deeply private information—like precisely where we are, day and night—it must be clear, in advance" City Attorney Michael Feuer said in a statement announcing the lawsuit. "But we allege TWC elevates corporate profits over users' privacy, misleading them into allowing their movements to be tracked, 24/7. We're acting to stop this alleged deceit." IBM bought the digital part of the Weather Channel business in 2015, with the WSJ putting the price tag at \$2bln. The Weather Channel network operates independently and was purchased in March by Byron Allen's Entertainment Studios for \$300mln.

Ratings: Lifetime's premiere of "Surviving R. Kelly" saw 1.9mln total viewers tune in Thursday night and delivered Lifetime's best performance in two years. The doc was also the net's largest social premiere with over 743K total interactions across Facebook, Instagram and Twitter. TMZ reported Thursday that Kelly's lawyer Brian Nix was threatening to file suit over the doc, but there was no sign of litigation at our deadline. Part 2 was slated to debut Friday (1/4) with the final installment set for Saturday at 9pm. -- Bravo's "Dirty John" broke the network record across all key demos with the show's sixth episode. The Dec 30 premiere was the highest-rated ep of the series across all key demos, making it Bravo's highest-rated scripted series ever. The ep took in 2.9mln total viewers in L+3 viewing, and was the No. 1 scripted series on cable for all key demos during the week of Dec 24-30. -- The most recent ep of WE tv's "Love After Lockup" (Dec 28) delivered

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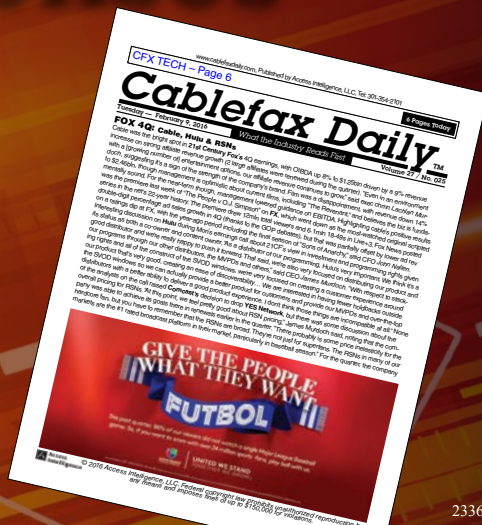
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series highs, surpassing 1mln total viewers in L+3. That's a 35% boost over the previous week and good enough to make it the #1 telecast on cable in prime that night for women 25-54 (excluding sports).

WOW! Rebuilds: WOW! announced its Panama City network rebuild is complete following the devastation caused by Hurricane Michael in October. In December, the company reported that 80% of its network had been restored. All told, the team rebuilt more than 430 miles of network in less than 90 days.

Coachella Live: YouTube and Coachella expanded their partnership by presenting live content from both weekends of the 2019 music fest. While the site has served as the event's exclusive live-streaming partner for nine years, this will be the first year the video platform streams both weekends. YouTube Music and YouTube Premium subs in the US have exclusive access to a dedicated allocation of passes for purchase each weekend.

Programming: The 50th NAACP Image Awards will air live on TV One on March 30. The two-hour telecast will spotlight the award's significant moments and NAACP contributions during its 110-year history.

People: Software firm AdPredictive tapped Kristin Frank as its first pres. She spent 23 years at Viacom, most recently as COO of MTV. Frank will retain her AdPredictive board seat, which she has had since early 2018.

Cablefax Dashboard

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Ajit Pai @AjitPaiFCC Following

I'll be on the job for the duration and there's also a sufficiently long statute of limitations, @NotThatRKelly, so I'd advise against trying any &\$^#*%!

Ryan Kelly @NotThatRKelly
Feel free to take off your pants and run through Carlin's list of swear words, people on live television! twitter.com/ajitpaifcc/sta...

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It's funny, because when we first switched to YoutubeTV they didn't have a deal with Tribune, so we lost Fox 8 local, then about three weeks after we signed up they inked a contract so we got it.

Over our Spectrum internet of course.

7:13 PM - 2 Jan 2019

Research

- Smart Cities market is expected to grow from \$308bln in 2018 to \$717.2bln by 2023.
- In 2016 North America held the highest share in the market, but the domination is expected to be surpassed by APAC with China leading in the region, intensifying efforts to turn its 500 cities into smart cities.
- The market is expected to grow at a compound annual growth rate of 18.4% during the forecast period.

(Source: MarketsandMarkets [Smart Cities Report](#))

Up Ahead

- Jan 7-11:** CES 2019, Las Vegas, NV
- Jan 16:** [The Work Culture List](#) Nomination Deadline
- Jan 22-24:** [NATPE Miami](#)
- Jan 25:** [Cablefax 100](#) Nominations Due
- Jan 28-31:** [Realscreen Summit](#), New Orleans, LA
- February 25-26:** [NCTC Winter Educational Conference](#), Atlanta
- March 8-17:** [SXSW](#) 2019; Austin, TX

Quotable

"My reservations about 5G have nothing to do with the technology behind 5G. My reservations about 5G have to do with the spectrum bands that they're using for 5G. Count me as somewhat skeptical that 5G millimeter wave based fixed wireless broadband will be economically meaningfully advantaged vs building fiber to the home."

– **MoffettNathanson** founding partner **Craig Moffett** in the latest podcast episode of "Cable Talk," hosted by **ACA** pres/CEO **Matthew Polka**



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